(c) whether Government propose to restrict advertising companies on making and TV channels for showing such adult-oriented commercials?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) All television channels transmitted or retransmitted through the Cable Network are required to adhere to the provisions of the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Advertising Code stipulates that advertising carried in the cable service should not offend morality or decency. To look into the violations of the advertising code, the Government has constituted an inter-Ministerial Committee consisting of officers from the Ministries of Information and Broadcasting, Women and Child Development, Health and Law and a representative from the Advertising Standards Council of India. Appropriate action is taken against channels violating the Code.

Vijayawada T.V. production centre

94. DR. ALLADI P. RAJKUMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a demand has been made to convert the Vijayawada T.V. production centre into a full-fledged Kendra; and

(b) if so, the Government's response in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir.

(b) Prasar Bharati has intimated that Doordarshan's policy is to set up only one full-fledged Doordarshan Kendra at each State capital. Other programme production centres in any State, contribute to the programmes relayed from the main Doordarshan Kendra as part of the respective regional language channel. In the State of Andhra Pradesh, a full-fledged Doordarshan Kendra is functioning at Hyderabad. There is no scheme to convert Vijayawada Studio to a full-fledged Doordarshan Kendra.

Surrogate advertisements in media

95. SHRI RAJNATH SINGH 'SURYA': Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of cases of surrogate advertisements in media which have come to the notice of Government in the recent past; and